

CONTRACT

WISH
1950 N. Meridian St.
Indianapolis, IN 46202
(317) 923-8888

And:

Echo Point Media
Attention: Brian Schluep
407 North Fulton Street
Indianapolis, IN 46202
USA

<u>Contract / Revision</u> 210534 /		<u>Alt Order #</u>
<u>Product</u> Tim Delaney District #30		
<u>Contract Dates</u> 10/03/12 - 10/09/12		<u>Estimate #</u> 1710
<u>Advertiser</u> POL/Indiana Senate Democrats		<u>Original Date / Revision</u> 10/01/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 148.00
<u>IDB#</u> 612	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN461/IN13745		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WISH	10/03/12	10/09/12	Daybreak @ 6	558-7a		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$350.00	2.50			
Week:		10/08/12	10/14/12	MT-----				1	\$350.00	2.50			
2	WISH	10/03/12	10/09/12	CBS This Morning @7a	7-8a		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$200.00	2.20			
Week:		10/08/12	10/14/12	MT-----				1	\$200.00	2.20			
3	WISH	10/06/12	10/06/12	Daybreak Saturday	558-9a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$150.00	2.50			
4	WISH	10/03/12	10/09/12	Noon News	1158a-1230p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$400.00	4.20			
Week:		10/08/12	10/14/12	MT-----				1	\$400.00	4.20			
5	WISH	10/03/12	10/09/12	Soap Rotator	1227-2p		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$600.00	3.00			
Week:		10/08/12	10/14/12	MT-----				2	\$600.00	3.00			
6	WISH	10/07/12	10/07/12	CBS Sunday Morning	858-1030a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$500.00	4.70			
7	WISH	10/03/12	10/09/12	Rachael Ray	258-4p		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$150.00	1.50			
Week:		10/08/12	10/14/12	MT-----				1	\$150.00	1.50			
8	WISH	10/03/12	10/09/12	News 8 @ 530p	530-6p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$400.00	3.60			
Week:		10/08/12	10/14/12	MT-----				1	\$400.00	3.60			
9	WISH	10/03/12	10/09/12	News 8 @6	558-630p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				1	\$400.00	3.60			
Week:		10/08/12	10/14/12	MT-----				2	\$400.00	3.60			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WISH
1950 N. Meridian St.
Indianapolis, IN 46202
(317) 923-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
210534 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/03/12 - 10/09/12	Tim Delaney District #30	1710

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Indiana Senate Dem	10/01/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
10	WISH	10/03/12	10/09/12	Entertainment Tonight	728-8p		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$600.00	3.80			
Week:		10/08/12	10/14/12	MT-----				1	\$600.00	3.80			
11	WISH	10/03/12	10/09/12	News 8 @ 11 M-F	11-1135p		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$650.00	5.00			
Week:		10/08/12	10/14/12	MT-----				1	\$650.00	5.00			
12	WISH	10/09/12	10/09/12	Tuesday 8-9p	758-9p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$4,000.00	14.70			
13	WISH	10/03/12	10/03/12	Wednesday 8-9p	758-9p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$4,000.00	7.20			
N 14	WISH	10/03/12	10/03/12	Wednesday 9-10p	858-10p		:30				NM	3	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$2,500.00	11.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WISH	10/01/12-10/07/12	Wednesday 9-10p	858-10p	---W-----	:30		\$2,500.00	11.40	NM		
			See MG 14.2, 14.3, 14.4										
	2	WISH	10/04/12-10/04/12	Thursday 9-10p	858-10p	----Th-----	:30		\$2,000.00	11.40	NM		
	Ⓜ		MG for 14.1 10/03										
	3	WISH	10/03/12-10/05/12	Daybreak @530am	530-6a	---WThF----	:30		\$250.00	0.00	NM		
	Ⓜ		MG for 14.1 10/03										
	4	WISH	10/03/12-10/05/12	Daybreak @530am	530-6a	---WThF----	:30		\$250.00	0.00	NM		
	Ⓜ		MG for 14.1 10/03										
15	WISH	10/07/12	10/07/12	Sunday 9-10p	858-10p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$2,000.00	10.80			
Totals										148.00		38	\$25,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	38	\$25,750.00	\$21,887.50
Totals	38	\$25,750.00	\$21,887.50

Signature: _____ **Date:** _____

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EchoPoint Media

Buy Detail Report

Date: 9/27/2012

4:06 PM

Client: Indiana Senate Democrats

Estimate: 1710

Send Billing To: EchoPoint Media

Media: TV

Description: Delaney #30: 10.3-10.9 TV

407 N. Fulton Street

Product: Tim Delaney District #30

Flight Start Date: 10/3/2012 05:00 AM

Market: Indianapolis

Flight End Date: 10/9/2012 04:59 AM

Primary Demo: Adults 35+

Buyer: Laura Heape

Separation between spots: 30

Indianapolis, IN 46202
Phone: 317.264.8400
Fax: 317.264.8401

210 531

Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Wed 10/3	Total Spots	Adults 35+ Rtg/CPP	Women 35+ Rtg/CPP
Indianapolis									
WISH-TV									
1	MTuWThF 6:00a-7:00a	EM	\$350.00	30	3	3	3	2.5	2.8
	NWS 8-DAYBREAK							\$140.00	\$125.00
2	MTuWThF 7:00a-8:00a	EM	\$200.00	30	3	3	3	2.2	2.7
	EARLY SHOW / DAYBREAK							\$90.91	\$74.07
3	Sa 6:00a-9:00a	EM	\$150.00	30	2	2	2	2.5	2.7
	WKND DAYBREAK SAT							\$60.00	\$55.56
4	MTuWThF 12:00p-12:30p	DT	\$400.00	30	3	3	3	4.2	5.5
	NWS 8 AT NOON							\$95.24	\$72.73
5	MTuWThF 12:30p-3:00p	DT	\$600.00	30	5	5	5	3.0	4.8
	CBS PM ROTATION							\$200.00	\$125.00
6	Su 9:00a-10:30a	EM	\$500.00	30	1	1	1	4.7	5.0
	SUNDAY MRN-CBS							\$106.38	\$100.00
7	MTuWThF 3:00p-4:00p	EF	\$150.00	30	3	3	3	1.5	2.4
	RACHAEL RAY							\$100.00	\$62.50
8	MTuWThF 5:30p-6:00p	EN	\$400.00	30	3	3	3	3.6	4.1
	NEWS 8 AT 5:30							\$111.11	\$97.56
9	MTuWThF 6:00p-6:30p	EN	\$400.00	30	3	3	3	3.6	4.2
	NEWS 8 AT 6:00							\$111.11	\$95.24
10	MTuWThF 7:30p-8:00p	PA	\$600.00	30	3	3	3	3.8	5.1
	ENT TONIGHT 30<							\$157.89	\$117.65
11	MTuWThF 11:00p-11:34p	LN	\$650.00	30	3	3	3	5.0	6.2
	NWS 8 AT 11:00<							\$130.00	\$104.84
12	Tu 8:00p-9:00p	PT	\$4,000.00	30	1	1	1	14.7	15.5
	NAVY NCIS							\$272.11	\$258.06
13	W 8:00p-9:00p	PT	\$4,000.00	30	1	1	1	7.2	7.8
	SURVIVOR FALL							\$555.56	\$512.82
14	W 9:00p-10:00p	PT	\$2,500.00	30	1	1	1	11.4	14.7
	CRIMNL MND-CBS							\$219.30	\$170.07



Buy Detail Report

Date: 9/27/2012

4:06 PM

Client: Indiana Senate Democrats
Media: TV
Product: Tim Delaney District #30
Market: Indianapolis
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 1710
Description: Delaney #30: 10.3-10.9 TV
Flight Start Date: 10/3/2012 05:00 AM
Flight End Date: 10/9/2012 04:59 AM
Buyer: Laura Heape

Send Billing To: EchoPoint Media
407 N. Fulton Street
Indianapolis, IN 46202
Phone: 317.264.8400
Fax: 317.264.8401

Line No	Daypart Program	Daypart Code	STN Gross	Days Dur	Wed 10/3	Total Spots	Adults 35+ Rtg/CPP	Women 35+ Rtg/CPP
Indianapolis								
WISH-TV 15	Su 9:00p-10:00p	PT	\$2,000.00	Affiliation: CBS	30	1	10.8	12.3
THE GOOD WIFE								
						36	\$185.19	\$162.60
						Total Spots: 36		
						Total GRP/GIMP(Mil): 148.0		
						Total CPP/CPM: \$173.99		
						36	\$140.17	
Total Cost:			\$25,750.00					

Signature: _____

Please sign & fax back for confirmation.

Disclaimer:
SEQUENTIAL LIABILITY POLICY: Client and EchoPoint Media agree to the American Association of Advertising Agencies definition of sequential liability for payment to the media. The agency shall be solely liable for payment of all media invoices if the agency has been paid for those invoices.

To: Brian Kenny
926.1144

NAB Form PB-16 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <div style="text-align: center; font-size: 1.2em;">WISH</div>	Date: <div style="text-align: center; font-size: 1.2em;">9.28.12</div>
---	--

I, Laura Heade

being/on behalf of: Tim Delaney, a legally

qualified candidate of the DEMOCRAT political

party for the office of: INDIANA SENATE

in the GENERAL

election to be held on: 11.6.12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

\$25,750

NAB Form PB-16 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

DELANEY FOR SENATE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

LIANE GROTH HULKA

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

9.28.12
Date

David S. Rye
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Order #210534: Echo Point../POL/Indian../Tim Delane../1710



Spot	Stat	Channel(s)	Spot Status	Air Date	Day	Time	Air Time	Ad-ID	Internal Rate
[1]	WISH		Placed	10/08/12	M	258-4p	3:59 PM		\$150.00
[1]	WISH		Placed	10/05/12	F	258-4p	3:26 PM		\$150.00
[1]	WISH		Placed	10/05/12	F	258-4p	3:09 PM		\$150.00
[1]	WISH		Placed	10/06/12	Sa	558-9a	6:37 AM		\$150.00
[1]	WISH		Placed	10/06/12	Sa	558-9a	7:07 AM		\$150.00
[1]	WISH		Placed	10/03/12	W	7-8a	6:59 AM		\$200.00
[1]	WISH		Placed	10/05/12	F	7-8a	6:58 AM		\$200.00
[1]	WISH		Placed	10/09/12	Tu	7-8a	7:59 AM		\$200.00
[1]	WISH		Placed	10/04/12	Th	558-7a	5:58 AM		\$350.00
[1]	WISH		Placed	10/09/12	Tu	558-7a	6:51 AM		\$350.00
[1]	WISH		Placed	10/05/12	F	558-7a	6:07 AM		\$350.00
[1]	WISH		Placed	10/03/12	W	1158a-1230p	12:10 PM		\$400.00
[1]	WISH		Placed	10/09/12	Tu	1158a-1230p	12:17 PM		\$400.00
[1]	WISH		Placed	10/03/12	W	558-630p	6:28 PM		\$400.00
[1]	WISH		Placed	10/03/12	W	530-6p	5:29 PM		\$400.00
[1]	WISH		Placed	10/08/12	M	558-630p	6:13 PM		\$400.00
[1]	WISH		Placed	10/09/12	Tu	558-630p	6:20 PM		\$400.00
[1]	WISH		Placed	10/04/12	Th	530-6p	5:41 PM		\$400.00
[1]	WISH		Placed	10/05/12	F	1158a-1230p	12:05 PM		\$400.00
[1]	WISH		Placed	10/08/12	M	530-6p	5:53 PM		\$400.00
[1]	WISH		Placed	10/07/12	Su	858-1030a	9:54 AM		\$500.00
[1]	WISH		Placed	10/08/12	M	1227-2p	12:59 PM		\$600.00
[1]	WISH		Placed	10/04/12	Th	1227-2p	12:28 PM		\$600.00
[1]	WISH		Placed	10/04/12	Th	728-8p	7:40 PM		\$600.00
[1]	WISH		Placed	10/03/12	W	1227-2p	12:59 PM		\$600.00
[1]	WISH		Placed	10/04/12	Th	1227-2p	12:29 PM		\$600.00
[1]	WISH		Placed	10/09/12	Tu	1227-2p	1:59 PM		\$600.00
[1]	WISH		Placed	10/09/12	Tu	728-8p	7:47 PM		\$600.00
[1]	WISH		Placed	10/03/12	W	728-8p	7:35 PM		\$600.00
[1]	WISH		Placed	10/09/12	Tu	11-1135p	11:34 PM		\$650.00
[1]	WISH		Placed	10/04/12	Th	11-1135p	11:08 PM		\$650.00
[1]	WISH		Placed	10/03/12	W	11-1135p	11:24 PM		\$650.00
[1]	WISH		Placed	10/07/12	Su	858-10p	9:50 PM		\$2,000.00
[1]	WISH		Preempted	10/03/12	W	858-10p			\$2,500.00
[1]	WISH		Placed	10/03/12	W	758-9p	7:59 PM		\$4,000.00
[1]	WISH		Placed	10/09/12	Tu	758-9p	8:19 PM		\$4,000.00
									\$25,750.00

[Sorted by: Internal Rate 1]